

## CLAIMS

1. Method for enabling a customer, who has access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, to order a deliverable (41; 71) offered by a merchant system (45; 75) at a certain price, comprising

- 5        • accessing the merchant system (45; 75) through the customer system (40; 70) and a network (44; 74);
- performing an action on the customer system (40; 70) to order the deliverable (41; 71);
- obtaining the phone number of the mobile phone (43; 73);
- sending an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number of the mobile phone (43; 73);
- 10        • confirming the ordering of the deliverable (41; 71) by using the mobile phone (43; 73) to transmit a response to the merchant system (45; 75) or to a carrier system (48; 78);
- charging a phone bill (51; 81) issued by the carrier system (48; 78) for the mobile phone (43; 73) with the certain price; and
- 15        • making the deliverable (41; 71) available to the customer.

2. Method for ordering a deliverable (41; 71) that is offered by a merchant system (45; 75) at a certain price, comprising

- accessing the merchant system (45; 75) through a customer system (40; 70) and a network (44; 74);
- 20        • displaying the deliverable (41; 71) to a customer on the customer system (40; 70);

- performing an action on the customer system (40; 70) to order the deliverable (41; 71) at the merchant system (45; 75);
  - sending the phone number of a mobile phone (43; 73) of the customer to the merchant system (45; 75);
- 5     • receiving an order confirmation for the deliverable (41; 71) on the mobile phone (43; 73);
- confirming the ordering of the deliverable (41; 71) using the mobile phone (43; 73) to transmit a response to the merchant system (45; 75) or a carrier system (48; 78);
  - obtaining the deliverable (41; 71).
- 10    3. Method for processing by a merchant system (45; 75) the order of a customer for a deliverable (41; 71) that is offered by the merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, comprising
- enabling the customer system (40; 70) to display the deliverable (41; 71) to the customer;
  - enabling the customer to order the deliverable (41; 71) at the merchant system (45; 75) via the customer system (40; 70) and a network (44; 74);
  - enabling the sending of an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number;
- 15    • receiving an order confirmation or payment confirmation from a carrier system (48; 78); and
- making the deliverable (41; 71) available to the customer.

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4. Method for handling by a carrier system (48; 78) the payment process for a customer who ordered a deliverable (41; 71) through a merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, comprising

- 5     • obtaining transaction information for the ordering of the deliverable from the merchant system (45; 75);

- obtaining the phone number of the mobile phone (43; 73);
- sending an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number;

- 10    • receiving through the mobile phone (43; 73) an order confirmation for the deliverable (41; 71);

- charging a phone bill (51; 81) maintained by the carrier system (48; 78) for the mobile phone (43; 73) with the certain price; and

- sending an order confirmation or payment confirmation to the merchant system (45;

15    75)

*delete* 5. The method of claim 1 or claim 3, wherein the merchant system (45; 75) offers an online catalog (47; 77) with a plurality of deliverables for selection by the customer.

*delete* 6. The method of claim 4 or 2, comprising a checkout step (21) after the step of performing an action on the customer system (40; 70) in order to select the deliverable (41; 71).

*20 delete* 7. The method of claim 4 or 2, comprising the steps:

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- sending the phone number of the mobile phone (43; 73) from the customer system (40; 70) or the mobile phone (43; 73) to the merchant system (45; 75);

- storing the phone number so that it is obtainable if needed by the carrier system (48; 78) and/or merchant system (45; 75).

*delete* 8. The method of claim 3 or 4, comprising the steps:

- Data*
- receiving the phone number of the mobile phone (43; 73) from the customer system (40; 70) or the mobile phone (43; 73);
  - storing the phone number so that it is obtainable if needed by the carrier system (48; 78) and/or merchant system (45; 75).

*delete* 9. The method of claim 1, ~~3, or 4~~, wherein the step of sending an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) is done by means of a GSM SMS message.

10 10. The method of claim 2, wherein the step of receiving an order confirmation for the deliverable (41; 71) by the mobile phone (43; 73) is done through a GSM SMS message.

*delete* 11. The method of claim 9 or claim 10, wherein the GSM SMS message comprises a special call-in phone number and/or an order identifier (order ID).

15 12. The method of claim 10, wherein the customer performs an action on the mobile phone (43; 73) in order to confirm the ordering of the deliverable (41; 71).

*delete* 13. The method of claim 1, ~~2, 3, or 4~~, wherein the mobile phone (43; 73) prompts the customer for a personal identification number (PIN) for authentication purposes.

20 *delete* 14. The method of claim 1 or claim 3, wherein a plurality of deliverables is offered for selection by the customer.

~~delete~~ 5. The method of claim 1, ~~3 or 4~~, wherein the step of sending an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) is done using the push feature of the wireless application protocol (WAP) in order to push a wireless markup language (WML) script applet to the mobile phone (43; 73).

~~delete~~ 6. *insert 2* The method of claim 1, ~~2, 3, or 4~~, wherein the merchant system (45; 75) assigns an order identifier (order ID) for each deliverable (41; 71) or set of deliverables ordered.

~~delete~~ 7. *insert 2* The method of claim 1, ~~2, 3, or 4~~, wherein the merchant system (45; 75) or carrier system (48; 78) maintains a list of open orders.

18. The method of claim 17, wherein a housekeeping process is carried out to remove open orders for which no confirmation is received within a pre-defined period of time.

~~delete~~ 9. The method of claim 1 ~~or claim 4~~, wherein the phone bill (51; 81) is either delivered to the customer through a conventional distribution channel (52), preferably by mail, or to the customer system (70) through a communication link (82, 74).

20. Merchant system (45; 75) for offering a deliverable (41; 71) via a network (44; 74) to a potential customer using a customer system (40; 70) and a mobile phone (43; 73), comprising

- a network interface connectable to the network (44; 74),
  - a processing unit (46; 76);
  - a database (47; 77) for maintaining detailed information about the deliverable (41; 71);
- 20           • a module for making the deliverable and some or all of the detailed information about the deliverable (41; 71) displayable to the potential customer on the customer system (40; 70);

- a module for making the deliverable (41; 71) selectable by the potential customer on the customer system (40; 70);
  - a module for receiving an order for the deliverable (41; 71) from the customer system (40; 70) via the network and network interface;
- 5        • a module for causing a confirmation address to be transmitted to the mobile phone (43; 73) through a mobile telephone network (53; 83);
- a module for receiving an order confirmation issued by the mobile phone (43; 73), or a payment confirmation issued by a carrier system (48; 78);
  - a module for making the deliverable (41; 71) available to the customer.
- 10      21. The merchant system (45; 75) of claim 20, whereby some or all of the modules are realized in form of software modules that, when executed by the processing unit (46; 76), provide the modules' functionality.
22. The merchant system (45) of claim 20, comprising a call-in unit (55) connectable to a telephone network (56, 53).
- 15      23. The merchant system (45) of claim 22, whereby a special call-in number is assigned to the call-in unit (55) so that the call-in unit (55) is reachable from the mobile phone (43) when dialing the call-in number.
24. The merchant system (45; 75) of claim 20, whereby the processing unit (46; 76) resides in a computer system.
- 20      25. The merchant system (45; 75) of claim 20, whereby the module for making the deliverable and some or all of the detailed information about the deliverable (41; 71) displayable is an online-catalogue module.

26. The merchant system (45; 75) of claim 20, whereby the module for making the deliverable (41; 71) available to the customer either causes the deliverable (41; 71) to be delivered via a conventional distribution channel, or whereby the module causes the deliverable (41; 71) to be delivered via a communication link (82, 74) to the customer system (70), or whereby the module causes the deliverable (41; 71) to be made downloadable through a communication link (82, 74).
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27. The merchant system (45; 75) of claim 20, whereby the confirmation address is a call-in number or an e-mail address.
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- 10 28. The merchant system (45; 75) of claim 20, whereby the module for causing a confirmation address to be transmitted generates a GSM SMS message comprising the confirmation address.
- 7
- 15 29. Carrier system (48; 78) for handling the payment process part of a commercial transaction between a customer, using a customer system (40; 70) and a mobile phone (43; 73), and a merchant system (45; 75), whereby the customer orders a deliverable (41; 71) at a certain price at the merchant system (45; 75); the carrier system (48; 78) comprising
- 8
- 10 • an interface connectable to a telephone network (56, 53; 86; 83),
- 11 • a processing unit (49; 79);
- 12 • a module for receiving via a communication link (57; 87) detailed information about
- 13 the ordered deliverable (41; 71) from the merchant system (45; 75)
- 14
- 15 • a module for causing a confirmation address to be transmitted to the mobile phone (43; 73) through a mobile telephone network (53; 83);
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- a module for receiving an order confirmation returned by the mobile phone (43; 73) using the confirmation address;
  - a module (49, 50; 79, 80) for charging the customer's phone bill (51; 81) with the certain price;
- 5        • a module (49; 79) for sending a payment confirmation to the merchant system (45; 75) causing the merchant system (45; 75) to make the ordered deliverable (41; 71) available to the customer.
- 10      30. The carrier system (48; 78) of claim 29, whereby some or all of the modules are realized in form of software modules that, when executed by the processing unit (49; 79), provide the modules' functionality.
- 15      31. The carrier system (48; 78) of claim 29, whereby the telephone network is a public switched telephone network (56; 86) that is connectable to the mobile telephone network (53; 83).
- 20      32. The carrier system (48; 78) of claim 29, whereby the processing unit (49; 79) resides in a computer system.
33. The carrier system (48; 78) of claim 29, whereby the confirmation address is a call-in number or an e-mail address.
34. The carrier system (48; 78) of claim 29, whereby the module for causing a confirmation address to be transmitted generates a GSM SMS message comprising the confirmation address.
- 20      35. The carrier system (78) of claim 29, comprising a call-in unit (85) connectable to the telephone network (86, 83).

36. The carrier system (78) of claim 35, whereby a special call-in number is assigned to the call-in unit (85) so that the call-in unit (85) is reachable from the mobile phone (73) when dialing the call-in number.

5        37. The carrier system (78) of claim 29, comprising a housekeeping module that removes open orders for which no confirmation is received within a pre-defined period of time.

10      38. A computer program product comprising a computer readable medium, having thereon:

computer program code means, when said program is loaded, for enabling a customer to order a deliverable (41; 71) that is offered by a merchant system (45; 75) at a certain price, whereby the customer uses a customer system (45; 75) and a mobile phone (43; 73), execute procedure to

- access the merchant system (45; 75) through the customer system (40; 70) and a network (44; 74);
- display the deliverable (41; 71) to the customer on the customer system (40; 70);
- perform an action on the customer system (40; 70) to order the deliverable (41; 71) at the merchant system (45; 75);
- send the phone number of the mobile phone (43; 73) to the merchant system (45; 75);
- receive an order confirmation for the deliverable (41; 71) on the mobile phone (43; 73);
- confirm the ordering of the deliverable (41; 71) using the mobile phone (43; 73) to transmit a response to the merchant system (45; 75) or a carrier system (48; 78);
- obtain the deliverable (41; 71).

## 39. A computer program element comprising:

computer program code means for enabling a customer to order a deliverable (41; 71) that is offered by a merchant system (45; 75) at a certain price, whereby the customer uses a customer system (45; 75) and a mobile phone (43; 73), execute procedure to

- 5     • access the merchant system (45; 75) through the customer system (40; 70) and a network (44; 74);
  - display the deliverable (41; 71) to the customer on the customer system (40; 70);
    - perform an action on the customer system (40; 70) to order the deliverable (41; 71) at the merchant system (45; 75);
  - 10    • send the phone number of the mobile phone (43; 73) to the merchant system (45; 75);
    - receive an order confirmation for the deliverable (41; 71) on the mobile phone (43; 73);
      - confirm the ordering of the deliverable (41; 71) using the mobile phone (43; 73) to transmit a response to the merchant system (45; 75) or a carrier system (48; 78);
  - 15    • obtain the deliverable (41; 71).

## 40. A computer program product comprising a computer readable medium, having thereon:

computer program code means, when said program is loaded, for processing by a merchant system (45; 75) the order of a customer for a deliverable (41; 71) that is offered by the merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, execute procedure to

- enable the customer system (40; 70) to display the deliverable (41; 71) to the customer;
- enable the customer to order the deliverable (41; 71) at the merchant system (45; 75) via the customer system (40; 70) and a network (44; 74);
- enable the sending of an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number;
- receive an order confirmation or payment confirmation from a carrier system (48; 78);
- make the deliverable (41; 71) available to the customer.

41. A computer program element comprising:

computer program code means for processing by a merchant system (45; 75) the order of a customer for a deliverable (41; 71) that is offered by the merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, execute procedure to

- enable the customer system (40; 70) to display the deliverable (41; 71) to the customer;
- enable the customer to order the deliverable (41; 71) at the merchant system (45; 75) via the customer system (40; 70) and a network (44; 74);
- enable the sending of an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number;
- receive an order confirmation or payment confirmation from a carrier system (48; 78);
- make the deliverable (41; 71) available to the customer.

20 42. A computer program product comprising a computer readable medium, having thereon:

computer program code means, when said program is loaded, for handling by a carrier system (48; 78) the payment process for a customer who ordered a deliverable (41; 71) through a merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number,  
5 execute procedure to

- obtain transaction information for the ordering of the deliverable (41; 71) from the merchant system (45; 75);
- obtain the phone number of the mobile phone (43; 73);
- send an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73)  
10 using the phone number;
- receive through the mobile phone (43; 73) an order confirmation for the deliverable (41; 71);
- charge a phone bill (51; 81) maintained by the carrier system (48; 78) for the mobile phone (43; 73) with the certain price; and
- 15 • send an order confirmation or payment confirmation to the merchant system (45; 75).

43. A computer program element comprising:

computer program code means for handling by a carrier system (48; 78) the payment process for a customer who ordered a deliverable (41; 71) through a merchant system (45; 75) at a certain price, the customer having access to a customer system (40; 70) and a mobile phone (43; 73) with associated phone number, execute procedure to  
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- obtain transaction information for the ordering of the deliverable (41; 71) from the merchant system (45; 75);

- obtain the phone number of the mobile phone (43; 73);
- send an order confirmation for the deliverable (41; 71) to the mobile phone (43; 73) using the phone number;
- receive through the mobile phone (43; 73) an order confirmation for the deliverable (41; 71);
- charge a phone bill (51; 81) maintained by the carrier system (48; 78) for the mobile phone (43; 73) with the certain price; and
- send an order confirmation or payment confirmation to the merchant system (45; 75).